

REP HEADLINE# 6287500 TRF# E:120820  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 11.45  
 \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

ADV #	ADV. NAME	POLI/M ROMNEY/R/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	AMERICAN RAMBLER PRODUCTIONS	BUYER NAME	STEPHANIE KINCAID	
		138 CONANT STREET	SALES PRSN	WA- MEGHAN MCGARR (H)	
		BEVERLY, MA 01915			
ORDER #	CONTRACT #	6287500	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	ROMNEY FOR PRESIDENT	EST#40	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	AUG22/12	AUG28/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG21/12	11.45

REP: MAKEGOOD  
 SPOT CANCELED ON LN 22  
 LN'S 24-27 ADDED AS MG'S  
 TTL SAME \$92,175  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 40

22	S		700P-900P	30		\$5,300.00	8/26	8/26	0		SUN	0
PROGRAM : DATELINE												
CON COM1: DATELINE												
24	A		800P-900P	30		\$4,000.00	8/22	8/22	1		WED	1
PROGRAM : AGT												
CON COM1: AGT												

*Handwritten initials*

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 11.45  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
25	A		1000P-1100P	30		\$5,500.00	8/22	8/22	1		WED	1
PROGRAM : L&O SVU												
CON COM1: L&O SVU												
26	A		600A-700A	30		\$850.00	8/22	8/24	1		W-F	1
PROGRAM : 6A NEWS												
CON COM1: 6A NEWS												
27	A		200P-300P	30		\$250.00	8/22	8/24	1		W-F	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
AUG/12			92175.00	SEP/12		\$ .00						
CONTRACT TOTAL												92175.00
TOTAL SPOTS												69

MARKET TOTALS \$425,925 WFLA 22% WFTS 22% WTSP 13% WTVT 34% WTOG 1% WTTA 1% WMOR 3%  
 WMOX 0% WXPX 0% WWSB 4% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 745 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	92175	Campaign Ref:	E:120820063
Buyer:	US	Client/Product/Estimate:	. / /40	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 08/28/12	Weeks:	2	Order Ref:	06287500
Est./PO Number:	06287500	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 6a News ..WTF..	03	850	30 Comme	Nbr of Spots 3		3	2550
2	M-F 7a Today Show ..WTF..	02	1400	30 Comme	Nbr of Spots 6		6	8400
3	M-F 9a Today Show II ..WTF..	03	650	30 Comme	Nbr of Spots 6		6	3900
4	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots 3		3	825
5	M-F 1p Days Of Our Lives ..WTF..	03	425	30 Comme	Nbr of Spots 3		3	1275
6	M-F 4p Dr Oz ..WTF..	03	650	30 Comme	Nbr of Spots 3		3	1950
7	M-F 5p News ..WTF..	04	850	30 Comme	Nbr of Spots 6		6	5100
8	M-F 530p News ..WTF..	04	850	30 Comme	Nbr of Spots 6		6	5100
9	M-F 6p News	02	2000	30 Comme	Nbr of Spots 6		6	12000
Weekly Totals: Total Spots(Ord Spots)					69		69	

American Rambler Productions  
138 Conant Street  
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Mitt Romney/ R/ President/ US  
Submission Number 745 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 92175	Campaign Ref: E:120820063
Buyer: US	Client/Product/Estimate: . / /40	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 08/28/12	Weeks: 2	Order Ref: 06287500
Est./PO Number: 06287500	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 7p News ..WTF..	01	2000	30 Comme	Nbr of Spots	6	6	12000
11	M-Su 11p News ..WTF..	02	1800	30 Comme	Nbr of Spots	3	3	5400
12	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	800	30 Comme	Nbr of Spots	3	3	2400
13	Fri 10p ET / 9p CT Dateline NBC Friday ....F..	02	6500	30 Comme	Nbr of Spots	1	1	6500
14	Sat 6p News .....S.	03	800	30 Comme	Nbr of Spots	1	1	800
15	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	3000	30 Comme	Nbr of Spots	1	1	3000
16	Sat 7p Entertainment Tonight .....S.	02	1000	30 Comme	Nbr of Spots	1	1	1000
17	M-Su 11p News .....S.	02	1800	30 Comme	Nbr of Spots	1	1	1800
18	Sun 8a Today Show .....S	02	700	30 Comme	Nbr of Spots	1	1	700
19	Sun 9a News	02	475	30 Comme	Nbr of Spots	1	1	475
Weekly Totals: Total Spots(Ord Spots)					69		69	

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138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 745 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 92175	Campaign Ref: E:120820063
Buyer: ..	Client/Product/Estimate: . / /40	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 08/28/12	Weeks: 2	Order Ref: 06287500
Est./PO Number: 06287500	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
20	Sun 10a Meet The Press .....S	01	2800	30 Comme	1		1	2800
21	Sun 6p News .....S	02	900	30 Comme	2		2	1800
22	M-Su 11p News .....S	02	1800	30 Comme	1		1	1800
23	Wed 8p ET / 7p CT Americas Got Talent ..W....	02	4000	30 Comme	1		1	4000
24	Wed 10p ET / 9p CT Law & Order SVU ..W....	02	5500	30 Comme	1		1	5500
25	M-F 6a News ..WTF..	03	850	30 Comme	1		1	850
26	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	1		1	250
<b>Weekly Totals: Total Spots(Ord Spots)</b>					69		69	

Grand Totals			
Month 8 Weeks: 4		Month 9 Weeks: 5	
08/20		08/27	
Spots	69	Spots	0
Cost	92175	Cost	0
<b>Totals</b>		<b>Totals</b>	
Spots	69	Spots	0
Cost	92175	Cost	0

<b>Grand Totals:</b>		<b>Spots:</b>	<b>69</b>
		<b>Gross Total:</b>	<b>92,175.00</b>
		<b>Commission:</b>	<b>13,826.25</b>
		<b>Net Total:</b>	<b>78,348.75</b>

REP HEADLINE# 6287500  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG20/12 11.02  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET  
BEVERLY, MA 01915

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6287500

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#40 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG22/12 AUG28/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG20/12 11.02

REP: NEW ORDER  
TTL \$92,175 @67X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROMNEY FOR PRESIDENT

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 40

1			600A-700A	30		\$850.00	8/22	8/24	3		W-F	3
PROGRAM : TODAY 6AM												
CON COM1: TODAY 6AM												
2			700A-900A	30		\$1,400.00	8/22	8/24	6		W-F	6
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
3			900A-1000A	30		\$650.00	8/22	8/24	6		W-F	6
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												



REP HEADLINE# 6287500  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG20/12 11.02  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$275.00	8/22	8/24	3		W-F	3
5			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$425.00	8/22	8/24	3		W-F	3
6			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	8/22	8/24	3		W-F	3
7			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$850.00	8/22	8/24	6		W-F	6
8			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$850.00	8/22	8/24	6		W-F	6
9			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,000.00	8/22	8/24	6		W-F	6
10			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$2,000.00	8/22	8/24	6		W-F	6
11			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,800.00	8/22	8/24	3		W-F	3
12			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$800.00	8/22	8/24	3		W-F	3



REP HEADLINE# 6287500  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG20/12 11.02  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$6,500.00	8/24	8/24	1		FRI	1
14			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$800.00	8/25	8/25	1		SAT	1
15			630P-700P PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS	30		\$3,000.00	8/25	8/25	1		SAT	1
16			700P-730P <i>8P</i> PROGRAM : ENT TONIGHT SAT CON COM1: ENT TONIGHT SAT	30		\$1,000.00	8/25	8/25	1		SAT	1
17			1100P-1130P PROGRAM : SAT 11P NEWS CON COM1: SAT 11P NEWS	30		\$1,800.00	8/25	8/25	1		SAT	1
18			800A-900A PROGRAM : SUN TODAY NBC CON COM1: SUN TODAY NBC	30		\$700.00	8/26	8/26	1		SUN	1
19			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$475.00	8/26	8/26	1		SUN	1
20			1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$2,800.00	8/26	8/26	1		SUN	1
21			600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS	30		\$900.00	8/26	8/26	2		SUN	2

REP HEADLINE# 6287500  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG20/12 11.02  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			700P-900P	30		\$5,300.00	8/26	8/26	2		SUN	2
PROGRAM : DATELINE												
CON COM1: DATELINE												
23			1100P-1130P	30		\$1,800.00	8/26	8/26	1		SUN	1
PROGRAM : SUN 11P NEWS												
CON COM1: SUN 11P NEWS												
AUG/12			92175.00	SEP/12		\$ .00						
CONTRACT TOTAL											92175.00	
TOTAL SPOTS											67	

MARKET TOTALS \$425,925 WFLA 22% WFTS 22% WTSP 13% WTVT 34% WTOG 1% WTTA 1% WMOR 3%  
 WMOX 0% WXPX 0% WWSB 4% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 736 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 81575	<b>Campaign Ref:</b> E:120820063
<b>Buyer:</b> US	<b>Client/Product/Estimate:</b> . / / 40	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 08/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06287500
<b>Est./PO Number:</b> 06287500	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Romney For President	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 6a News ..WTF..	03	850	30 Comme	Nbr of Spots	3	3	2550
2	M-F 7a Today Show ..WTF..	02	1400	30 Comme	Nbr of Spots	6	6	8400
3	M-F 9a Today Show II ..WTF..	03	650	30 Comme	Nbr of Spots	6	6	3900
4	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots	3	3	825
5	M-F 1p Days Of Our Lives ..WTF..	03	425	30 Comme	Nbr of Spots	3	3	1275
6	M-F 4p Dr Oz ..WTF..	03	650	30 Comme	Nbr of Spots	3	3	1950
7	M-F 5p News ..WTF..	04	850	30 Comme	Nbr of Spots	6	6	5100
8	M-F 530p News ..WTF..	04	850	30 Comme	Nbr of Spots	6	6	5100
9	M-F 6p News	02	2000	30 Comme	Nbr of Spots	6	6	12000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					65		65	

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138 Conant Street  
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Mitt Romney/ R/ President/ US  
Submission Number 736 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 81575	Campaign Ref: E:120820063
Buyer: ..	Client/Product/Estimate: . / /40	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 08/28/12	Weeks: 2	Order Ref: 06287500
Est./PO Number: 06287500	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 7p News ..WTF..	01	2000	30 Comme	Nbr of Spots	6	6	12000
11	M-Su 11p News ..WTF..	02	1800	30 Comme	Nbr of Spots	3	3	5400
12	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	800	30 Comme	Nbr of Spots	3	3	2400
13	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02	6500	30 Comme	Nbr of Spots	1	1	6500
14	Sat 6p News .....S.	03	800	30 Comme	Nbr of Spots	1	1	800
15	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	3000	30 Comme	Nbr of Spots	1	1	3000
16	Sat 7p Entertainment Tonight .....S.	02	1000	30 Comme	Nbr of Spots	1	1	1000
17	M-Su 11p News .....S.	02	1800	30 Comme	Nbr of Spots	1	1	1800
18	Sun 8a Today Show .....S	02	700	30 Comme	Nbr of Spots	1	1	700
19	Sun 9a News	02	475	30 Comme	Nbr of Spots	1	1	475
Weekly Totals: Total Spots(Ord Spots)					65		65	

**American Rambler Productions**  
138 Conant Street  
Beverly MA 01915

**Mitt Romney/ R/ President/ US**  
Submission Number 736 Issue 1



**WFLA-TV**  
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PHONE (813) 228-8888

**Original**

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 81575	<b>Campaign Ref:</b> E:120820063
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / 140	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 08/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06287500
<b>Est./PO Number:</b> 06287500	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
20	Sun 10a Meet The Press .....S	01	2800	30 Comme	Nbr of Spots	1	1	2800
21	Sun 6p News .....S	02	900	30 Comme	Nbr of Spots	2	2	1800
22	M-Su 11p News .....S	02	1800	30 Comme	Nbr of Spots	1	1	1800
<b>Weekly Totals:</b> Total Spots(Ord Spots)					65		65	

Grand Totals				Month 8 Weeks: 4		Month 9 Weeks: 5	
				08/20		08/27	
<b>Totals</b>				65		65	
Spots				81575		81575	
Cost				0		0	

<b>Grand Totals:</b>	<b>Spots:</b> 65
	<b>Gross Total:</b> 81,575.00
	<b>Commission:</b> 12,236.25
	<b>Net Total:</b> 69,338.75